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APPENDICES

Appendix A: Questionnaire study 1A

Introduction

- Could you please tell us something about your professional background?

Projects

- How many projects do you have in a year?
- What is the duration of a project?
- What is the duration of the conceptual phase in a project?

Example project

- Could you please show us one or more examples of your work?
- How did you get your ideas for this project?
- Did you use any reference materials?
- How did you represent your ideas?
- What kind of process did you follow?
- What kind of materials did you use?

Tools

- What kind of tools did you use?
- Can you please demonstrate their use to us?
- Why do you prefer these tools?
- Have you made any modifications to them?
- Can you describe your ideal tool?

Computers

- How do you feel about computers?
- Do you use them for your design activities?
- Can you describe your ideal computer tool?

Appendix B: Questionnaire study 1B

Background

- What is your **educational background**?
- How many years of **professional experience** do you have?
- What **kind of products** do you design?
- On **how many projects** do you work at the same time?
- With **how many people** do you work on a project?

Sketching

- **On what** do you make your sketches?
- What **size** of paper you sketch on?
- Do you use any special kind of paper?
- What **materials** do you use for sketching?
- Do you use any **drawing-aids**, like rulers or stencil-plates?
- Do you **erase** when you sketch?
- Do you make any use of **overlays**?
- Do you make any use of **colors**?
- Do you use sketching as a **problem-solving technique** or as a way to externalize the ideas you already had in mind?
- Do you always use the same kind of **projection**?
- Do you always make your sketches of **the same size**?
- Do you always try to sketch in the **right proportions**?
- How **many** sketches do you make on one page?
- When do you start sketching on a **new page**?
- Do you **combine** your sketches with other means like words, photos etc.?
- How do you **compare** your sketches?
- Do you present your sketches also to the **client**?

- Do you **save** your sketches? If so, **where** and **how**?
- Do you ever look at your **old** sketches?
- Do make any use of your old sketches when you work on a **new project**?

Modeling

- Do you make any use of models to **test** or to **work out** your ideas?
- When do you **switch** from sketching to modeling?
- What kind of **materials** do you use for modeling?
- What kind of **tools** do you use for modeling?
- Do you always make your models of **the same size or scale**?
- How do you **compare** your models?
- Do you present your models also to the **client**?
- Do you **save** your models? If so, **where** and **how**?
- Do you ever look at your **old** models?
- Do make any use of your old models when you work on a **new project**?

Idea generation

- What **sources** do you use to get inspira-tion for new ideas?
- Do you study existing products for knowledge or inspiration?
- Do you use creative techniques like brain-storming to get ideas?
- Do you generate your ideas **alone** or in a **group**?
- How many **alternatives** do you try to generate?
- Do you make any use of the **computer** while generating ideas?
- What kind of **tool** would you like to have to support you in this process?

Information and Presentation

- In what **way** does the client give you infor-mation about the project?
- How do you **collect** the information you need for the project?
- What kind of **tools** do you use when collecting information?
- Do you **save** the collected information? If so, **where** and **how**?
- Do you ever look at your **old** information?
- Do make any use of your old information when you work on a **new project**?
- How do you **present** your ideas to the client?

Appendix C: Stimuli



Perfume



Sunglasses

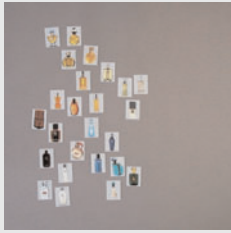


Telephones



Wristwatches

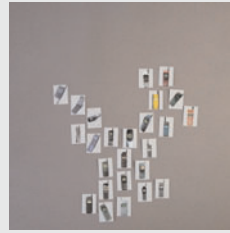
Appendix D: Arrangements



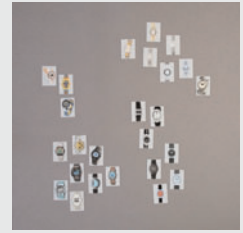
Subject 1, Perfume



Subject 1, Sunglasses



Subject 1, Telephones



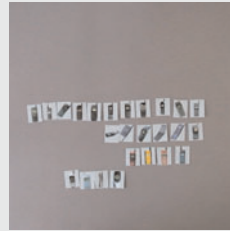
Subject 1, Watches



Subject 2, Perfume



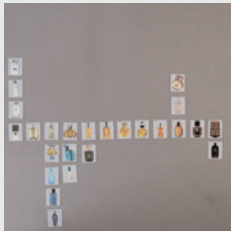
Subject 2, Sunglasses



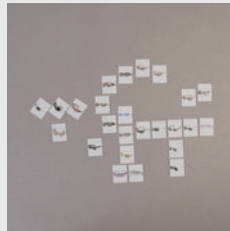
Subject 2, Telephones



Subject 2, Watches



Subject 3, Perfume



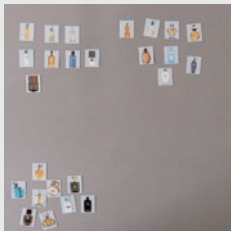
Subject 3, Sunglasses



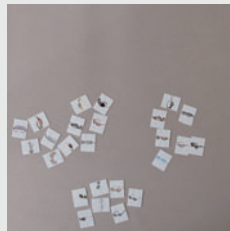
Subject 3, Telephones



Subject 3, Watches



Subject 4, Perfume



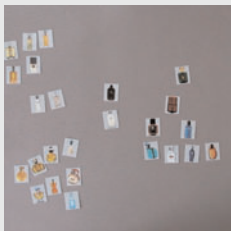
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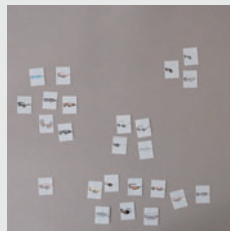
Subject 4, Telephones



Subject 4, Watches



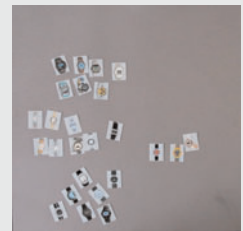
Subject 5, Perfume



Subject 5, Sunglasses



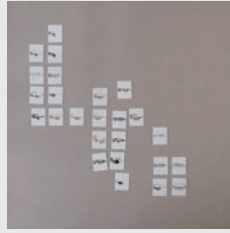
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Subject 5, Watches



Subject 6, Perfume



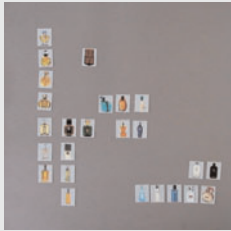
Subject 6, Sunglasses



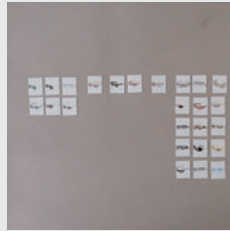
Subject 6, Telephones



Subject 6, Watches



Subject 7, Perfume



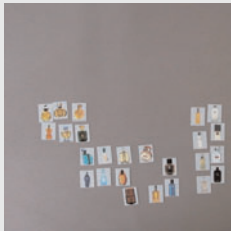
Subject 7, Sunglasses



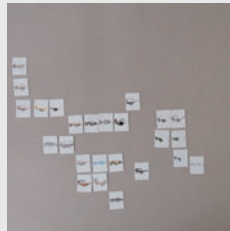
Subject 7, Telephones



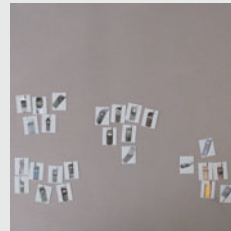
Subject 7, Watches



Subject 8, Perfume



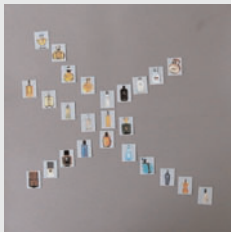
Subject 8, Sunglasses



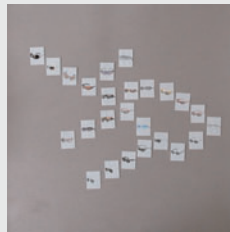
Subject 8, Telephones



Subject 8, Watches



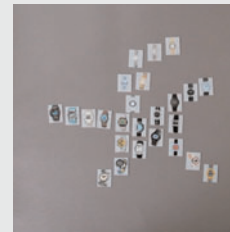
Subject 9, Perfume



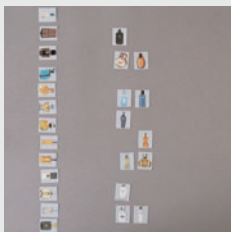
Subject 9, Sunglasses



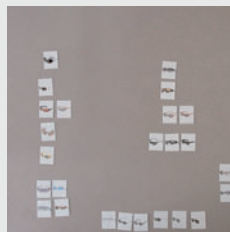
Subject 9, Telephones



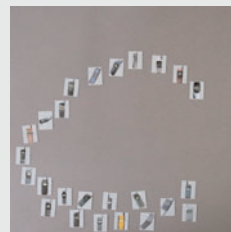
Subject 9, Watches



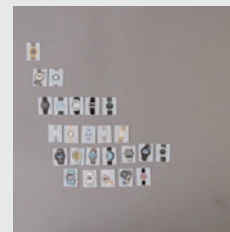
Subject 10, Perfume



Subject 10, Sunglasses



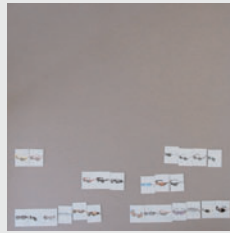
Subject 10, Telephones



Subject 10, Watches



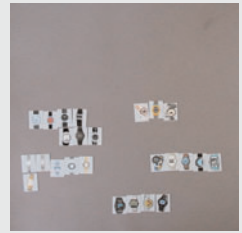
Subject 11, Perfume



Subject 11, Sunglasses



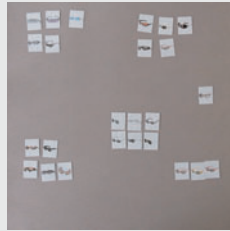
Subject 11, Telephones



Subject 11, Watches



Subject 12, Perfume



Subject 12, Sunglasses

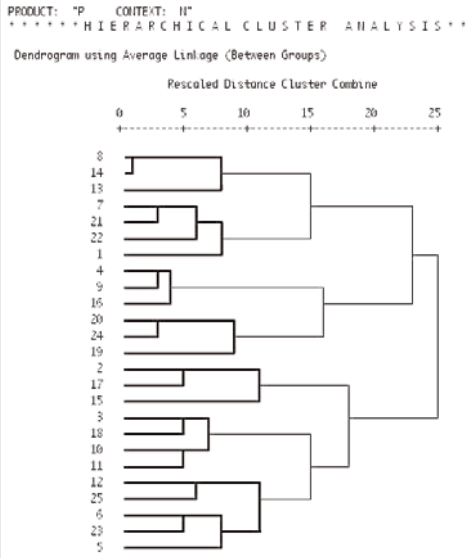


Subject 12, Telephones

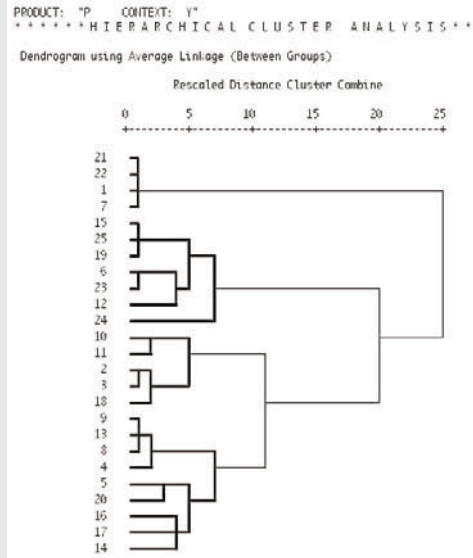


Subject 12, Watches

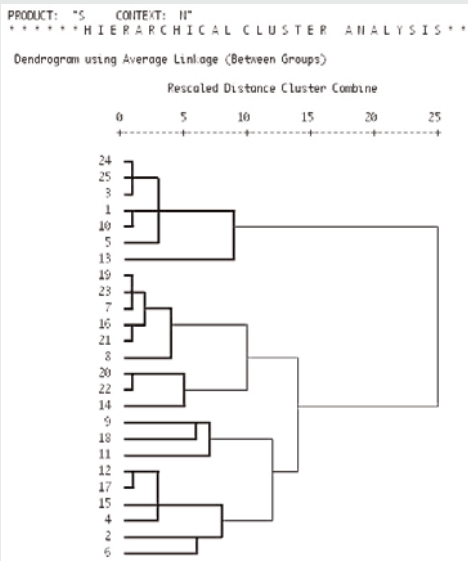
Appendix E: Dendrograms



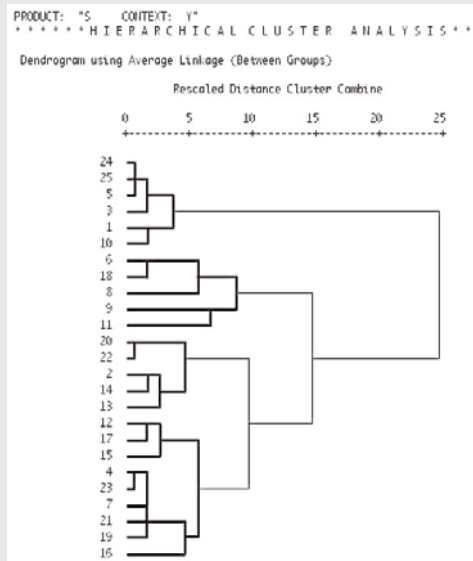
Dendrogram for Hierarchical Cluster Analysis
 Average linking, Perfume, No context



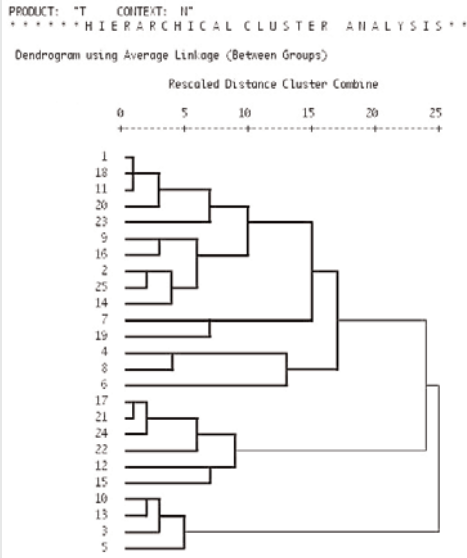
Dendrogram for Hierarchical Cluster Analysis
 Average linking, Perfume, Context



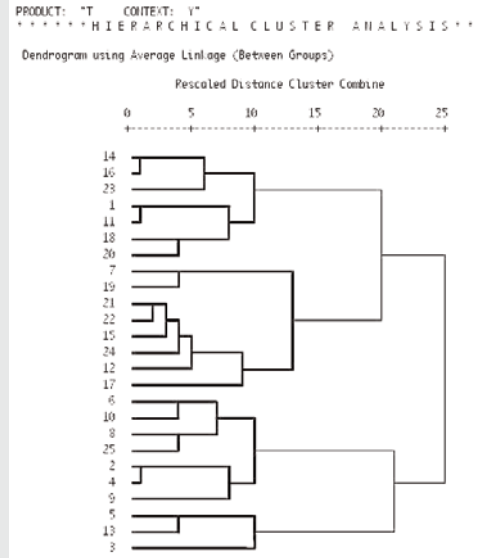
Dendrogram for Hierarchical Cluster Analysis
 Average linking, Sunglasses, No context



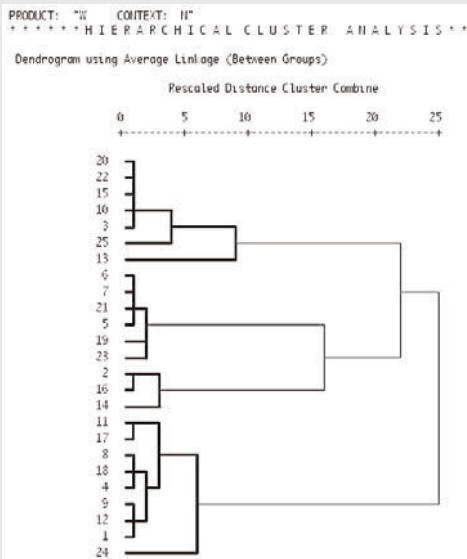
Dendrogram for Hierarchical Cluster Analysis
 Average linking, Sunglasses, Context



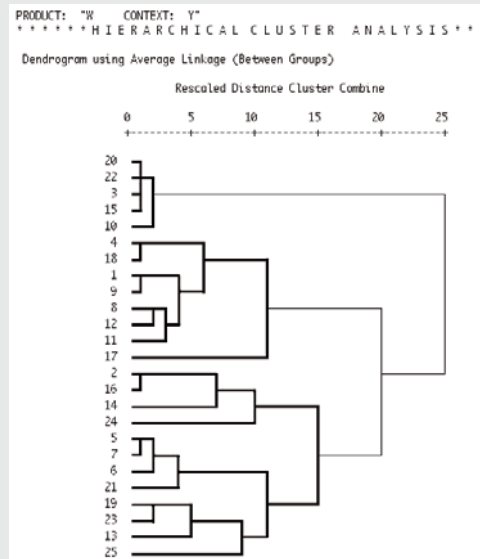
Dendrogram for Hierarchical Cluster Analysis
 Average linking, Telephones, No context



Dendrogram for Hierarchical Cluster Analysis
 Average linking, Telephones, Context



Dendrogram for Hierarchical Cluster Analysis
 Average linking, Watches, No context



Dendrogram for Hierarchical Cluster Analysis
 Average linking, Watches, Context

Appendix F: MP3 players

